"Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era"

Friday, October 23rd, 2015
Syariah Hotel Solo, Jl. Adi Sucipto No. 47 Solo, Indonesia

APTISI COMMISSARIAT II SURAKARTA
October, 2015
INTERNATIONAL CONFERENCE PROSIDINGS

“Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era”

Friday, October 23rd, 2015
Syariah Hotel Solo, Jl. Adi Sucipto No. 47 Solo, Indonesia
"Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era"

Oleh: Assoc. Prof. Dr. Vanida Durongritichai dkk.

Edisi Pertama
Cetakan Pertama, 2016

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E-mail: pustakahanif@yahoo.com

Assoc. Prof. Dr. Vanida Durongritichai dkk.
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FOREWORD

Thank to Almighty God who has given His favor to the Association of Indonesian Private University (APTISI) Commissariat II Surakarta for organizing an international seminar and call for paper on the theme “Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era”.

ASEAN Economic Community (AEC) provides challenges and opportunities for Indonesia. One impact of the implementation of the AEC market is the exchange of goods, services, and human resources among ASEAN countries. Therefore, Indonesia must prepare qualified graduates.

International seminar and call for paper is the result of cooperation between APTISI Commissariat II Surakarta and Huachiew Chalerprakiet University Thailand. The purpose of the international seminar and call for papers is to increase knowledge about how to prepare graduates who can compete in the era of the ASEAN economic community and to provide an opportunity for researchers to disseminate the results their research at a scientific forum. Seminar and call for papers was attended by academics from various disciplines, including health, art, technology and other fields of science.

We thank to the speakers who have participated at this international seminar. Hopefully, the proceeding can be useful and can be used as a medium for scientific communication. We realize that the proceeding has still many short coming, therefore we are looking forward to getting any criticism and suggestions.

Surakarta, October 2015

Chairman Of The Committee
# SCHEDULE INTERNATIONAL CONFERENCE AND CALL FOR PAPER

"Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era"

**Friday, October 23rd, 2015**
**Syariah Hotel Solo, Jl. Adi Sucipto No. 47 Solo, Indonesia**

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Abstract

This research purposes to know the classification of word formation processes used in the name of stores in Hartono Mall and the Park Mall Solo Baru. The theory of word formation process combined Yule (2010) and Hatch and Brown (1995). This research is descriptive qualitative research because the data collected by using documentation and cata technique. The data used in this research are the words found in the name of stores in Hartono Mall and The Park Mall Solo Baru. Based on the findings, basically there are 11 classifications of word formation combined Yule and Hatch and Brown. The researcher only found 5 kinds of classification. There are borrowing, compounding, clipping, acrony, and multiple processes.

Keywords: Word formation processes, Names of Stores, Hartono Mall and The Park Mall Solo Baru.

INTRODUCTION

Linguistics is the study of language. Everytime and everywhere people in the world communicate each other by using languages. According to the philosophy expressed in the myths and religions of many people in Fromkin, Rodman and Hyams (2003: 3) stated that "Language is the source of human life and power". It means that language as the main tool in this process of communication. Therefore, a language has an important role in human being’s life in particular to convey information.

Language can be used both in oral and written forms based on their contexts. Oral language usually happens in direct interaction such as conversation and it can also be found in radio program, television program, teaching-learning process, etc. Meanwhile, written language is found in words or sentences for example in newspaper, magazine, book, letters etc.

Word as a part of language has important rule in forming a language. According to Bloomfield in Katamba (1994: 6) that “A minimum free form is a word”. It means that the word is the smallest meaningful linguistic unit that can be used on its own. It is a form that cannot be divided into any smaller units that can be used independently to convey meaning.

Many people don’t know where millions of the words from. People as the user of language sometimes don’t think about how a language is formed. Everytime people get more new words but they don’t know the way it can happens. The meaning of the new word form is influenced by the process of forming a word. This process is usually called word formation process. According to Plag (2003: 13) stated that “Word formation is the study of the ways in which new complex words are built on the basis of other words or morphemes”.

Nowadays, there are many shopping centers in Solo, one of them is Mall. In Solo, there are many kinds of Malls such as Paragon Mall, Grand Mall, Solo Square Mall and in Solo Baru there are also many malls such as Hartono Mall and The Park Mall. Many stores in those Mall use words to build a sentence for a name of store. The names of the stores are also very important, because they make the stores be popular or as an identity.
The researcher find many kinds of stores in Hartono Mall and The Park Mall Solo Baru that uses English language such as stores of foods and drinks, clothes, gadgets, perfume, etc. For example, Poshboy, BreadTalk, KFC (Kentucky Fried Chicken), Wellcomm Shop, etc. The researcher is interested in analyzing the word formation on the name of stores in Hartono Mall and The Park Mall Solo Baru because these malls near to each other, strategic location and there are many visitors. Both malls also have many names of the famous store.

Therefore, the researcher interested in analyzing morphology and focusing on word formation processes. Based on explanation above, the researcher do research entitled “An Analysis of Word Formation Processes Used in the Names of Stores in Hartono Mall and The Park Mall Solo Baru”.

REVIEW OF LITERATURE

Originally ‘morphology’ means the study of biological forms. However, nineteenth-century students of language borrowed the term and applied it to the study of word-structure. According to Katamba (1994: 19) stated that “In linguistics morphology is the study of the formation and internal organization of words”.

Anderson in http://cowgill.ling.yale.edu/sra/morphology_ecs.htm stated that “Morphology, in linguistics, is the study of the forms of words, and the ways in which words are related to other words of the same language. Formal differences among words serve a variety of purposes, from the creation of new lexical items to the indication of grammatical structure”.

According to Ramlan (1983: 16-17) in Tarigan stated that:

“Morfologi ialah bagian dari ilmu bahasa yang membicarakan seluk-beluk bentuk kata serta pengaruh perubahan-perubahan bentuk kata terhadap golongan dan arti kata atau morfologi mempelajari seluk-beluk bentuk kata serta fungsi perubahan-perubahan bentuk kata itu, baik fungsi Grammatik maupun fungsi semantic”.

Related to definitions above, it can be concluded that morphology is part of the science of language that study about structural words or grammar and about the word formation.

2.1. Definition of Morpheme, Roots

Morpheme is important element that must be in a word. According Katamba (1994: 20) that “The term morpheme is used to refer to the smallest unit that has meaning or serves a grammatical function in a language”.

According Yule (2010: 67) stated that “A morpheme is a minimal unit of meaning or grammatical function”. For example, English word forms such as talks, talker, talked and talking must consist of one element talk, and a number of other elements such as Ms, Mer, Med and Ming. All these elements are described as morphemes.

Yule (2010: 68) stated that morpheme can be classified into free morpheme and bound morpheme. Free morphemes is morphemes that can stand by themselves as single words, for example, open and tour and bound morphemes, which are those forms that cannot normally stand alone and are typically attached to another form, exemplified as re-, -ist, -ed and -ing. All these elements are described as affixes.

Katamba (1994: 37) stated that “A root is a morpheme which forms the core of a word”. It is the unit to which other morphemes may be added, or looked at from another angle, it is what remains when all the affixes are peeled away. Plag (2003: 72) stated that “affix as a bound morpheme that attaches to bases”. For example affixes –free in error-free, -less in lawless, -like in prison-like, and –wise in education-wise. Whereas according to Katamba, (1994: 38) “Any morphemes that are appended to the root are called affixes”. There are two kinds of affixes which
are explained as follows, prefix is an affix attached before a root or stem or base like un- in unnoticed, sub- in subway and a- in amoral and suffix is an affix attached after a root or stem or base like –ly in kindly, -er in teacher, -s in seeks, -able in noticeable, and –en in shorten.

2.2. Definition of Word

According to Bloomfield in Katamba (1994: 6) stated that “A minimum free form is a word”. It means that the word is the smallest meaningful linguistic unit that can be used on its own. It is a form that cannot be divided into any smaller units that can be used independently to convey meaning. For example child is a word and cannot divide into smaller units that can convey meaning when they stand alone.

Oxford Advanced Learner’s Dictionary (2000: 1551) stated that “Word is a single unit of language which means something and can be spoken or written”.

According DeVito in Alwasilah (1986: 110) stated that “The word is the one unit with which linguistically naive speakers are most familiar and which they can manipulate and control with greatest facility. And it is probably the unit most extensively investigated by students of speech and language behavior”.

Alwasilah (1986: 111) there are two types of words:

1. Content words
   Content words are words that has own lexical meaning, like teacher, good, example and gradually.
2. Function words
   Function words are words that has little or no lexical meaning, like a, the, can, to, etc.

2.3. Word Formation Processes

Plag (2003: 13) stated that “Word formation is the study of the ways in which new complex words are built on the basis of other words or morphemes”. It means that word formation is specifically formed words with the certain processes.

In this research, the researcher uses the theories of word formation combined from Yule (2010: 53-58) and Hatch and Brown (1995: 285). Here are the word formation processes:

a. Coinage

Coinage process is the way of creating the new word with referring to the most typical sources which are invented to the trade names for certain commercial products. Than it is become the general terms used in society. As the examples are the commercial products such as aspirin, nylon, zipper and vaseline. People tend to call any body lotion’s product with “Vaseline”, although the brand is “Citra” or “Marina”.

b. Borrowing

According Bryson in Yule, Borrowing process is the way of creating with taking over words from other languages. For example the word “piano” in English has borrowed from Italian.

c. Compounding

Compounding process is the way of creating new word with joining of two separate words to produce a single form. For examples are bookcase, facebook, doorknob, fingerprint, sunburn, textbook, wallpaper, wastebasket and waterbed. All these examples are nouns, but we can also create compound adjectives (good-looking, low-paid) and compounds of adjective (fast) plus noun (food) as in a fast-food restau-rant or a full-time job.

d. Blending

Blending process is the way of creating new word with combination of two separate forms to produce a single new term. Typically blending process is accomplished by takes only the beginning of one word and joins it to the end of the other word. For examples of blending are smog (smoke/ fog), bit (binary/digit), brunch (breakfast/lunch), motel (motor/hotel) and telecast (television/ broadcast).
e. Clipping

Clipping is a process of reducing some elements in a word, which occurs when a word of more than one syllable is reduced to a shorter form. For examples of clipping are ad (advertisement), bra (brassiere), cab (cabriolet), condo (condominium), fan (fanatic), flu (influenza), perm (permanent wave), tele (telephone) and pub (public house).

f. Backformation

Backformation is a process that reduces a word of one type becomes a word of another type. Typically a word of one type (e.g noun) is reduced to form a word of another type (e.g verb). For example the word television becomes televised and the word donation becomes a verb donate.

g. Conversion

Conversion is the process of changing the function of words, as for example when a noun comes to be used as a verb (without any reduction).

h. Acronym

Acronym is the process of creating new words with forming from the initial letters of a set of other words. These can be forms such as CD ("compact disk") or VCR ("video cassette recorder") where the pronunciation consists of saying each separate letter. More typically, acronyms are pronounced as new single words, as in NATO, NASA or UNESCO.

i. Derivation

Derivation process is the way of creating a new word that accomplished by means of a large number of small bits (e.g affixes) of the English language which are not usually given separate listings in dictionaries. For example the word elements un-, mis-, pre-, -ful, -less which appear in words unhappy, misinformation, prejudice, meaningful, and careless are called affixes.

j. Multiple Processes

Multiple processes are the way of creating a new word with more than one process at work in the certain word. For example the word waspish is coming from the word White Anglo-Saxon Protestant as the acronym process because it is abbreviated into the initial letter "wasp" and then, it is added with the suffix –ish as the derivation process.

k. Inflection

Inflection process is the way of creating new words by adding affixes so that it can create new form without changing the word class or meaning (Hatch and Brown, 1995:285). There are some kinds of inflections:

- Regular plural, e.g. : noun + suffix –s = boy + -s → boys
- Irregular plural, e.g. : child → children
- Zero plural morpheme, e.g. : deer (singular) → deer (plural)

METHOD

3.1. Type of the Research

Borg and Gall (1988) in Sugiyono (2014: 296) stated that “Qualitative research is much more difficult to do well than quantitative research because the data collected are usually subjective and the main measurement tool for collecting data is the investigator himself. This research is descriptive qualitative research to analyze word formation in Hartono Mall and The Park Mall Solo Baru. According to Bogdan and Biklen in Sugiyono (2014: 21) stated that “Qualitative research is descriptive. The data collected is in the form of words of pictures rather than number”.

From the definition above, it can be summarized that descriptive qualitative is the type of research that collecting data from the form of words of pictures rather than number.

3.2. Object of the Research

The object of this research is name of stores in Hartono Mall and The Park Mall Solo Baru to analyze word formation processes.
3.3. Data and Data Source

The data of the research are words from name of stores in Hartono Mall and The Park Solo Baru. In this research, the researcher uses two of data source they are primary data and secondary data source.

a. Primary Data Source

Primary data source in the research are Hartono Mall and The Park Mall Solo Baru, to find the word formation processes are used in the name of stores.

b. Secondary Data Source

The secondary data source in the research from other source, they are some books of morphology and word formation, from internet and another data related to this research.

3.4. Technique of the Data Collection

In qualitative research, there are several techniques to collecting the data, Catherine Marshall, Gretchen B. Rossman, stated that “the fundamental methods relied on by qualitative researchers for gathering information are, participation in the setting, direct observation, in-depth interviewing, document review” (in Sugiyono, 2014: 309).

In this research, the researcher uses documentation and catat techniques to collecting data.

1. Documentation

Bogdan in Sugiyono (2004: 329) stated that “In most tradition of qualitative research, the phrase personal document is used broadly to refer to any first person narrative produced by an individual who describes his or her own actions, experience and belief”.

The study of document is used to strengthen the observation. Sugiyono (2014: 329) stated “Document can be from of images such as photos and live images, sketches and others”. The document referred to in this research is photos/pictures.

2. Catat

Researcher used documentation technique to collecting data. The document referred to in this research is pictures/images and the researcher also uses catat technique, to rewriting the data using writing tools. The researcher made some notes every found words of word formation on store names.

3.5. Technique of Data Analysis

In analyzing the data, the researcher uses descriptive qualitative analysis based on Miles and Huberman model, because the researcher uses non-statistic analysis to analyze data.

The component in data analyze (interactive model)

In Sugiyono (2014: 338)
The researcher uses some steps to analyze the data, they are:

a. Data Reduction

According to Miles and Huberman in Sugiyono (2014: 338) stated that “Data reduction refers to the process of selecting, focusing, simplifying, abstracting and transforming the data”. In this step, the researcher was collected, and chosen the important items, seek the things that are important with regard to the analyzed of word formation processes on name of stores in Hartono Mall and The Park Mall Solo Baru.

b. Data Display

Data display is the next step after data reduction. According to Miles and Huberman in Sugiyono (2014: 341) stated that “looking at displays help us to understand what is happening and to do something – further analysis or caution on that understanding”. The researcher presented the data with made a coding before, the function of this step is to make easy to identify word formation in each data. The example of the coding is 01/CFE/HM/Dec12\textsuperscript{th}2014.

Information:

- 01 : Number of Data
- CFE : Café (name of store)
- HM : Hartono Mall
- TPM : The Park Mall
- Dec12\textsuperscript{th}2014 : Date of the data taken

c. Conclusion Drawing

The step is the conclusion and verification. This step conducted the researcher after finished the phases of data reduction and data display. The researcher make conclusion about the results of the data that collected of data since beginning of the research. This conclusion needed the verification (research back on the truth of the report) so that the results are actually valid. (Miles and Huberman, 2014: 345).

3.6. Validity of the Data

The researcher examines the validity of the data through triangulation. Wiersma (1986) in Sugiyono (2014: 372) stated “Triangulation is a qualitative cross-validation. It assesses the sufficiently of the data according to the convergence of multiple of multiple data source or multiple data collection procedures”.

According to Denzin in Patton (2006: 99) mention the several of triangulations, there are:

1. Data triangulation
   It means that researcher needs some strategies of sampling to gather the data, so the part of the data at different times and social situations, in a variety of people.

2. Investigator triangulation
   It means that the researcher needs some researcher in the field research in gathering and interpreting the data.

3. Theoretical triangulation
   It means that the researcher using some theoretical position in interpreting data.

4. Methodological triangulation
   It means that the researcher uses some method to gather the data.

   In this research, the researcher uses theoretical triangulation, because the researcher using some theory who introduced by other expert in word formation processes to interpreting

4. Findings

The researcher found 19 name of stores in Hartono Mall and 16 name of stores in The Park Mall that included in eleven category of word formation. The researcher only found 5 word formation processes they are borrowing, compounding, clipping, acronym and multiple processes. There were 35 name of stores in Hartono Mall and The Park Mall. The researcher only found 5 from the 11 categories of word formation process. The 5 categories are
borrowing, compounding, clipping, acronym, and multiple processes. There were 1 for borrowing, 11 for compounding, 5 for clipping, 12 for acronym, and 6 for multiple processes. The researcher made a chart of word formation in the name of store in Hartono Mall and The Park Mall, as follows:

Word Formation Classification Chart

Based on the chart above, acronym was the most frequently used in the name of stores in Hartono Mall and The Park Mall, that it was 12 terms. Acronym is a process the most frequently used, because easy to remember, it is simple, and very interesting for name of stores.

DISCUSSION

There are 39 names of stores in two Malls in Solo Baru. Two Malls in Solo Baru are Hartono Mall and The Park Mall. In this chapter, the researcher presents and explains about word formation processes used in the name of stores in Hartono Mall and The Park Mall. The researcher found 19 name of stores in Hartono Mall and 20 name of stores in The Park Mall. However, the researcher reduced the data become 35 name of stores in two malls, because the same name in Hartono Mall and The Park Mall. The 35 data name of stores in Hartono Mall and The Park Mall are as follows:

a. Borrowing

Borrowing process is the way of creating with taking over words from other languages. The researcher found only 1 borrowing name of store in Hartono Mall.

Lubos Café & Bar (01/CFE/HM/Dec12th2014)

Café is borrowed from Perancis, it means coffe. This term has been popular in Indonesia and easy to be remembered. Café is the name of the store for drinks and foods.

b. Compounding

Compounding process is the way of creating new word with joining of two separate words to produce a single form. The researcher found 4 name stores in Hartono Mall and 7 name stores in The Park Mall which included in compounding.

<table>
<thead>
<tr>
<th>No</th>
<th>Data Code</th>
<th>Name of Stores</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>03/PB/HM/Dec12th2014</td>
<td>Poshboy</td>
<td>Posh [adj] + boy [n]</td>
</tr>
<tr>
<td>2</td>
<td>04/GL/HM/Dec12th2014</td>
<td>Greenlight</td>
<td>Green [adj] + light [n]</td>
</tr>
</tbody>
</table>
Clipping is a process of reducing some elements in a word, which occurs when a word of more than one syllable is reduced to a shorter form. The researcher found 3 name of stores in Hartono Mall and 2 name of stores in The Park Mall which included in Clipping.

<table>
<thead>
<tr>
<th>NO</th>
<th>Data Code</th>
<th>Name of stores</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>05/AS/Dec12th2014</td>
<td>ASUS</td>
<td>ASUS stands for PEGASUS</td>
</tr>
<tr>
<td>2</td>
<td>13/YC/Dec12th2014</td>
<td>Y &amp; Co Fashion</td>
<td>Co stands for collections</td>
</tr>
<tr>
<td>3</td>
<td>18/RP/Dec12th2014</td>
<td>J.Rep</td>
<td>Rep stands for Republic</td>
</tr>
<tr>
<td>4</td>
<td>23/CO/Jan15th2015</td>
<td>J.CO</td>
<td>Co stands for corporation</td>
</tr>
<tr>
<td>5</td>
<td>38/CH/Jan15th2015</td>
<td>My Choco</td>
<td>Cho stands for chocolate</td>
</tr>
</tbody>
</table>

TOTAL: 5

Acronym is a process of creating new words with forming words from the initial letters of a set of other words. The researcher found 7 name of stores in Hartono Mall and 5 in The Park Mall.

TOTAL: 11
### Table 4.4 Word Formation Processes: Acronym

<table>
<thead>
<tr>
<th>NO</th>
<th>Data Code</th>
<th>Name of Stores</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>02/KFC/HM/ Dec12\textsuperscript{th} 2014</td>
<td>KFC</td>
<td>KFC = Kentucky Fried Chicken</td>
</tr>
<tr>
<td>2</td>
<td>06/SBS/HM/ Dec12\textsuperscript{th} 2014</td>
<td>SBS</td>
<td>SBS = Seven Billions Shines</td>
</tr>
<tr>
<td>3</td>
<td>08/BR/HM/ Dec12\textsuperscript{th} 2014</td>
<td>BR</td>
<td>BR = Baskin Robbins</td>
</tr>
<tr>
<td>4</td>
<td>09/CF/HM/ Dec12\textsuperscript{th} 2014</td>
<td>CF</td>
<td>CF = Country Fiesta</td>
</tr>
<tr>
<td>5</td>
<td>10/ASR/HM/ Dec12\textsuperscript{th} 2014</td>
<td>ASR</td>
<td>ASR = Apparel Sewn Right</td>
</tr>
<tr>
<td>6</td>
<td>11/OP/HM/ Dec12\textsuperscript{th} 2014</td>
<td>OP</td>
<td>OP = Ocean Pacific</td>
</tr>
<tr>
<td>7</td>
<td>14/CFC/HM/ Dec12\textsuperscript{th} 2014</td>
<td>CFC</td>
<td>CFC = California Fried Chicken</td>
</tr>
<tr>
<td>8</td>
<td>22/HOB/TPM/ Jan15\textsuperscript{th} 2015</td>
<td>HOB</td>
<td>HOB = House of Beer</td>
</tr>
<tr>
<td>9</td>
<td>28/CF/TPM/ Jan15\textsuperscript{th} 2015</td>
<td>C &amp; F</td>
<td>C &amp; F = Cosmetic and Fragrance</td>
</tr>
<tr>
<td>10</td>
<td>31/VIP/TPM/ Jan15\textsuperscript{th} 2015</td>
<td>VIP Watch</td>
<td>VIP = Very Important Person</td>
</tr>
<tr>
<td>11</td>
<td>35/SK/TPM/ Jan15\textsuperscript{th} 2015</td>
<td>S &amp; K</td>
<td>S &amp; K = Samuel and Kevin</td>
</tr>
<tr>
<td>12</td>
<td>36/GLO/TPM/ Jan15\textsuperscript{th} 2015</td>
<td>Glo</td>
<td>glo = grace, love, originally</td>
</tr>
</tbody>
</table>

**TOTAL 12**

e. Multiple Processes

Multiple processes are the way of creating a new word with more than one process at work in the certain word. The researcher found 4 name of stores in Hartono Mall and only 2 in The Park Mall which included in multiple process.

### Table 4.5 Word Formation Processes: Multiple Processes

<table>
<thead>
<tr>
<th>NO</th>
<th>Data Code</th>
<th>Name of Stores</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>07/TH/HM/ Dec12\textsuperscript{th} 2014</td>
<td>Global Teleshop</td>
<td>Telephone + shop clipping</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Tele + shop blending</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Teleshop</td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>Brand</td>
<td>Clipping Method</td>
</tr>
<tr>
<td>---</td>
<td>------------</td>
<td>------------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>2</td>
<td>16/WC/HM/</td>
<td>Wellcomm shop</td>
<td>Well + communication clipping</td>
</tr>
<tr>
<td></td>
<td>Dec12th 2014</td>
<td></td>
<td>Well + comm blending</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Wellcomm</td>
</tr>
<tr>
<td>3</td>
<td>17/HP/HM/</td>
<td>Mr. HotPletz</td>
<td>Hot + plate compounding</td>
</tr>
<tr>
<td></td>
<td>Dec12th 2014</td>
<td>(Hotplates)</td>
<td>Hotplate Inflection + -s</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Hotplates</td>
</tr>
<tr>
<td>4</td>
<td>19/HPM/HM/</td>
<td>Hypermart</td>
<td>Hyper + market clipping</td>
</tr>
<tr>
<td></td>
<td>Dec12th 2014</td>
<td></td>
<td>Hyper + mart blending</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Hypermart</td>
</tr>
<tr>
<td>5</td>
<td>24/SB/TPM/</td>
<td>Starbucks Coffee</td>
<td>Star + buck compounding</td>
</tr>
<tr>
<td></td>
<td>Jan15th 2015</td>
<td></td>
<td>Starbuck Inflection + -s</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Starbucks</td>
</tr>
<tr>
<td>6</td>
<td>25/FF/TPM/</td>
<td>Fitflop</td>
<td>Fit + floppy clipping</td>
</tr>
<tr>
<td></td>
<td>Jan15th 2015</td>
<td></td>
<td>Fit + flop blending</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Fitflop</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CONCLUSION

There are five word formation processes used in the name of stores in Hartono Mall and The Park Mall. They are borrowing, compounding, clipping, acronym, multiple processes. The researcher presented the classification of word formation processes that used in the name of stores in Hartono Mall and The Park Mall to answer the problem statement of the research.

a. Borrowing

The name of store Lubos Café & Bar that classified on borrowing because it showed that name formed by the process of taking over words from other languages.

b. Compounding

The store names; Poshboy, Greenlight, Threesome, Erafone, Cowboy, BreadTalk, OldTown White Coffee, Colorbox, Sharetea, Foodpark and Moonleaf that classified on compounding because they showed that name formed from combination of two separate words to produce a single form.

c. Clipping

The store names; ASUS, Y & Co Fashion, J. Rep, J. CO, and My Choco that classified on clipping because they showed that name formed from process of reducing some elements in a word, which occurs when a word of more than one syllable is reduced to a shorter form.

d. Acronym

The store names; KFC, SBS, BR, CF, ASR, OP, CFC, HOB, C&F, VIP Watch, S&K and Glo that classified on acronym because they showed that name formed from the initial letters of a set of other words.

e. Multiple Processes

The store names; Global Teleshop, Mr.Hotpletz, Wellcomm shop, Hypermart, Starbucks Coffee, and Fitflop that classified on multiple processes because they showed that name formed by more than one process in the creation of a particular word.

REFERENCES


